

From: Turner, Jonathan on Mon, Oct 2, 1995 11:40 AM  
Subject: RE: Slims Fall Splash  
To: LeVan, Suzanne  
Cc: Gee, Edward; Lauinger, Thomas; Levy, Carolyn; Rush, Sonya

Suzanne

We are in the process of contacting some of the section offices with regard to this program. Initial feedback from the two sections we have contacted indicates that execution may be lower than expected due to vacation time being delayed due to recall and SSS, and time being spent at Section meetings this month. Feedback from the auditors suggested some of the kits may remain in the backroom until a TSM puts them out.

Another issue was the earlier release of June POS for the cancelled Slims Summer Splash. The auditors were looking specifically for the Fall Splash POS. However the % of stores with temporary POS increased in all markets

Chicago -	Pre-wave 4%	Test wave 9%
Fresno -	Pre-wave 23%	Test wave 40%
Houston -	Pre-wave 2%	Test wave 15%
Philadelphia -	Pre-wave 4%	Test wave 14%
Nashville -	Pre-wave 21%	Test wave 26%

This suggests that the Sales Force is using the old as well as the new POS - something that has been confirmed by the field.

With the audit data, we also collected pricing information. Comparing pre vs. test prices on packs, we found that the following % of stores had price reductions.

Chicago -	10%
Fresno -	33%
Houston -	19%
Philadelphia -	12%
Nashville -	24%

The national average is 20% of stores, which is very close to the SFA number of 21%

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participation.

Suzanne, given the above information from a variety of sources we think it is unlikely to be a measurement issue, it is more likely to be a low utilization or delayed implementation. We will investigate two possibilities further

1. Do a large number of the kits that were shipped sit in the retailer's back room until a TSM puts them up?
2. Has implementation been delayed due to a high number of vacation/meeting days in the month of September?

I will inform you of the results as soon as they become available .  
If there are any further possibilities you would like us to investigate, please let me know,

thanks

Jon

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